

M A V E R I C K A I

CLAUDE CAN BUILD INSANE CINEMATIC 3D WEBSITES

THE COMPLETE CLAUDE + HIGGSFIELD GUIDE

The complete Claude + Higgsfield workflow, from one creative brief to a website you can scroll through.

The full master prompt, ready to copy and customize
Claude Code, Fable, Max effort, and Higgsfield setup
From a generated video to a scroll-controlled scene
Five live references and three complete creative briefs
Mobile polish, troubleshooting, and launch preparation

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Start Here

THE PLAN

1. Give Claude your business, visual direction, and a reference you love.
2. Generate the scene with Higgsfield, then connect its motion to scrolling.
3. Refine the website, check it on a phone, and prepare it for launch.

You can start this with a clothing brand, a restaurant, a product, or a completely fictional concept. Pick one clear subject and one thing you want the visitor to do. The rest of the page should support that.

What creates the cinematic effect

Higgsfield generates an image and a short video of your scene. Claude builds a website that moves through the footage as you scroll, with real headings, buttons, and content layered around it. Scroll forward and the scene advances. Scroll backward and it reverses.



This can look three-dimensional even though the visual is a rendered video or a sequence of frames. A real-time 3D website is different: the browser renders a scene with a camera, lights, and objects. You need that when people must rotate an object freely or interact with it from different angles.

Start with the version you actually need

Your idea	Best starting point
A cinematic camera move controlled by scrolling	Higgsfield video turned into a scroll sequence
A subtle moving background	A short looping video, not a scroll sequence
A product people can rotate or configure	A real-time 3D scene, usually with a proper 3D model

The master prompt starts on the next page. Fill in the brief, copy the whole prompt, and use the setup walkthrough afterward if anything is unfamiliar. An editable text copy is included with this guide's local files.

TIP

Build one excellent cinematic section first. You can add more once the first one looks good and works on a phone.

The Complete Master Prompt

Copy everything from START to END as one prompt. Replace the brackets. This is an original master prompt written for this workflow, informed by the documentation linked at the end. It is not a copied prompt or a claim that the reference sites were built with these tools.

MASTER PROMPT | COPY FROM START TO END

START OF MASTER PROMPT

You are my creative director and senior front-end developer. Build a complete, original cinematic website in this project, not just a design description. Make the motion feel intentional, the typography confident, and the page useful to an actual visitor. Use Claude Code for the implementation and Higgsfield for generated visual assets.

1. MY BRIEF

Business or concept: [name and what it does]

Audience: [who the website is for]

Main visitor action: [shop / reserve / inquire / join a waitlist / explore]

Visual subject: [product, space, landscape, object, or character]

Mood and palette: [three descriptive words and colors, or choose for me]

Actual content and assets: [attach logo, product photos, copy, and real facts, or say fictional concept]

Reference website: [paste a URL you like, or none]

What I like about that reference: [camera movement, lighting, typography, pacing, layout, or a specific section]

Must-have sections: [list, or propose the best structure]

Primary button destination: [real URL or mark as not connected]

Generation budget: [maximum credits or ask before spending]

Existing stack: [use the current project / choose a simple stack]

2. INSPECT AND CHOOSE A DIRECTION

Read the project and preserve existing work. If this is a new folder, choose a small, maintainable front-end stack. React with TypeScript and GSAP ScrollTrigger is a suitable default. Add a framework or library only when it earns its place.

If I gave a reference, open it and inspect its visible desktop and mobile behavior with available browser tools. Study the entrance, scene transitions, text timing, contrast, and final call to action. You may inspect publicly served HTML, CSS, and JavaScript to understand techniques. Do not claim you recovered its private repository or backend. Do not copy its branding, text, proprietary media, or distinctive composition wholesale. If source reuse is appropriate, use an explicitly licensed repository and keep its license. If you cannot access the reference, say so and ask for screenshots or a short screen recording.

Propose one clear art direction and a short scene-by-scene plan, then continue building the local prototype. Ask only about missing information that materially changes the result. Choose sensible defaults for minor details. Keep a short record of assumptions. Don't invent customer reviews, statistics, business credentials, products, or live integrations.

MASTER PROMPT | COPY FROM START TO END

3. BUILD THE VISUAL STORY

Default to one cinematic hero sequence with three beats: establish the subject, move closer or reveal a detail, then resolve into a clean composition for the main action. Give each beat a purpose and keep the rest of the page easy to browse. Use generous spacing, a deliberate type scale, a restrained color system, and section layouts that fit this business.

Design the desktop and phone crops before generating assets. Keep the important subject and text-safe areas in mind. Keep all readable copy, logos, navigation, and buttons in the website rather than baked into the generated footage. Make the text readable throughout the camera move, using restrained gradients or solid backgrounds where needed.

4. USE HIGGSFIELD FOR THE ASSETS

First verify the Higgsfield tools actually available in this Code session. Check the current model options and parameters. Use an available image model for stills and Seedance 2.5 for video if this connection supports it. If that model is unavailable, explain the limitation and propose an available alternative before using it. Do not pretend a generation ran.

Start with one strong reference still, using my supplied product imagery when available. Create a short, continuous camera move from the approved visual direction. Favor a slow dolly, shallow orbit, or controlled reveal. Request consistent geometry, stable lighting, coherent reflections, no cuts, no sudden zooms, no unwanted text, and no morphing. Use supported duration, aspect-ratio, and resolution settings. Make no audio-dependent interactions.

Work within the generation budget I supplied. If it is blank or the cost is unknown, show the proposed asset batch and ask before spending. Reuse successful generations. Don't resubmit a job just because it is still processing. Keep the job IDs, prompts, settings, and returned asset references. If generation is blocked, continue with a clearly labeled local placeholder and tell me what is needed.

5. TURN THE FOOTAGE INTO SCROLL MOTION

Build the scroll sequence as a dedicated component. Use normal page scrolling with a bounded sticky or pinned scene. Map that section's scroll progress from 0 to 1 to the visual timeline so it moves correctly in both directions. Keep the scroll-to-scene mapping deterministic, including after resize, refresh, and a fast jump down the page.

Choose between a compressed video controlled through `currentTime` and an optimized image sequence drawn to canvas. Test the chosen method on desktop and mobile. If video seeking is uneven, try a seek-friendly encode or a measured frame-sequence approach. Do not assume an image sequence is automatically lighter. Explain the choice briefly.

Show a poster immediately while the motion assets load. Never hide the entire website behind a percentage loader. Keep the last decoded frame visible until the next one is ready. Bound frame loading, decoding, and memory usage, especially on phones. Avoid blank frames when a visitor scrolls ahead. Recalculate sizing and crop correctly when the viewport changes.

MASTER PROMPT | COPY FROM START TO END

Use one animation system for this sequence. Start with native scroll. If you introduce smooth-scroll tooling, integrate it with the animation loop correctly and justify it. Avoid multiple smoothing layers, scroll hijacking, and long delays between a gesture and the visual response. Clean up listeners and animation instances when components unmount. Respect reduced-motion preferences with a strong static version and normal document flow.

6. MAKE IT A REAL WEBSITE

Build real semantic headings, text, links, and accessible controls around the scene. Keep the main offer understandable before someone scrolls. Include the relevant business sections, such as product details, menu, services, FAQ, contact, or booking, with editable content separated from animation logic.

Use responsive type, comfortable line lengths, adequate contrast, visible keyboard focus, descriptive image text where appropriate, and generous touch targets. Ensure the mobile menu opens, closes, and releases focus properly. Don't let a canvas or overlay block buttons. Keep essential content available when motion fails or is disabled.

Connect only destinations I supplied. If a form, checkout, reservation, or mailing-list service is not configured, make that clear instead of showing a fake success message. Never embed credentials in browser code. Generate assets during development and store approved production assets in a durable location. Visitors should not trigger AI generation merely by loading the site.

7. TEST AND REFINE

Run the project's available build and relevant checks. Open the actual preview and inspect it at phone, tablet, and desktop widths. Test forward and backward scrolling, fast scrolling, resizing, reloading halfway down, keyboard navigation, reduced motion, and asset-load failure. Check the console and network for errors. Identify the largest downloads and unnecessary work. Report measured results, not guessed performance scores.

Refine the weakest parts you observe: generic layout, awkward line breaks, hard-to-read text, distracting movement, crop problems, sticky-section jumps, and unfinished controls. Preserve successful sections while fixing specific problems. If you cannot run a check, say exactly what remains unverified.

8. HAND OVER THE FINISHED LOCAL PROJECT

Give me the working local preview and the complete source files. Save a short README with exact install, development, and production-build commands. Include an asset manifest, generation records, and notes explaining where to edit text, colors, media, and scroll timing.

List real integrations versus placeholders. Prepare the project for Vercel or the host I choose, including any asset-hosting and environment-variable requirements. Keep credentials out of the deliverable. Stop before uploading or publishing until I approve the destination. End with a concise summary of what works, what you tested, and any remaining launch steps.

END OF MASTER PROMPT

Step 1: Set Up Claude Code

Make a place for the website

Create an empty folder with a simple name such as cinematic-website. This is where the website's files will live. Keep your logo, product photos, and written brief together so you can give Claude the actual material it needs.

Open the [Claude desktop app](#), choose Code, select Local, and choose that project folder. Use the model picker near the prompt area to choose Fable. The desktop app can run and preview the website in the same session. [1]

Choose the model and effort

The video uses Fable 5. Anthropic's current model page also lists Fable 5.1, so use the Fable version available to your account. Access depends on your plan and organization. [2]

Set the separate effort control to Max for this initial build. Max is the deepest model reasoning level in Claude Code. Ultracode is a separate workflow setting, not another name for Max. If you're using the terminal version, `/effort max` sets the session's effort. [3]

TIP

Max effort can consume more usage. You can reduce effort for small copy or color edits after the first build. The model setting won't replace a clear brief or a visual review.

Give it a useful starting point

Bring this	Why it helps
Business name and one-sentence description	Keeps the page about something specific
Primary action and its destination	Gives the design a purpose
Your own logo and product photos	Helps preserve identity and product details
One reference URL and what you like about it	Gives Claude a concrete visual target
A generation budget	Keeps experimentation bounded

For a first attempt, use a fictional concept if you don't have a business ready. Label it as a concept and keep invented business facts out of a real company's website.

Step 2: Connect Higgsfield

MCP is the connection that lets Claude use another service's tools. Here, it lets Claude request images and videos from your Higgsfield account while it works on the website.

Desktop connector route

1. In Claude, open Customize > Connectors. Some versions show Settings > Connectors. [4, 5]
2. Add a custom connector named Higgsfield and use <https://mcp.higgsfield.ai/mcp>.
3. Choose Connect, sign in to Higgsfield, and complete the authorization. [4]
4. Return to the local Code session. The + > Connectors menu lets you review available connections. [1]

Check access before generating

PROMPT 2 | COPY & PASTE

```
Check which Higgsfield tools are available in this session without generating anything.
Confirm whether you can search image and video models, use Seedance 2.5, retrieve
completed assets, and save them into this project. Tell me what still needs connecting.
Do not spend credits on this check.
```

Higgsfield requires an active paid subscription for this integration. Connected generations use credits, including when the website offers some unlimited generations. A prompt budget is an instruction to the agent, not a hard spending cap. [5]

If you're using the standalone Claude Code terminal

Higgsfield also documents a CLI route. Ask Claude to follow [Higgsfield's official connection instructions](#), install the official CLI and companion skills, then complete the browser sign-in yourself. You don't need both routes if one already works. [5]

TIP

Seeing "connected" in a menu is a starting point. The no-spend check above tells you whether the current coding session can actually use the tools the master prompt needs.

Five Websites Worth Studying

These are visual references, not claimed Claude or Higgsfield builds. The first two are the examples supplied with this video. All five were opened and visually reviewed for this guide. Four use Vercel URLs. Study one specific design decision from each instead of combining every effect into one page.

1. DOORS: the portal entrance

[Open DOORS](#)

An electric-blue doorway sits behind oversized white lettering. Scrolling draws you toward the glowing opening. It gives the page an immediate destination and a reason to move forward.

Model this: One strong focal point, a clear forward camera move, and type that belongs to the composition.

Adapt it: For a hotel, move through an entrance toward the view. For a studio, move through an abstract portal into selected work. Use your own scene and identity.

2. PeachWeb: a whole visual world

[Open PeachWeb](#)

The opening uses a surreal fish, reflective forms, and a pastel landscape, with the offer and buttons placed over the scene. PeachWeb is itself a WebGL website builder, so treat this as inspiration rather than an extra tool required by this guide.

Model this: A coherent environment, a distinctive palette, and readable copy within an immersive scene.

Adapt it: Build one world around your subject. A skincare product could live in a soft mineral landscape. A restaurant might use warm light and a close-up tabletop scene.

TIP

In your reference field, say what you want to learn from the site. "The slow move through the doorway" is a better instruction than "make it like this."

Three More Vercel References

3. Conoid: an abstract tech identity

[Open Conoid](#)

A purple wire-like form provides depth behind bold, sparse typography. The scene carries a consistent mood while the page introduces the idea and its features. This demo is linked from DOORS.

Model this: A single abstract motif repeated across the experience, with enough restraint to keep the message readable.

Adapt it: For a software concept, use a controlled stream of particles or a sculptural object to represent the product. Avoid filling the page with unrelated futuristic effects.

4. Uma Jewellers: the product is the hero

[Open Uma Jewellers](#)

A gold ring against a dark, warm background shares the first screen with large editorial type. The page then moves into collections and craftsmanship. Its creator describes the hero as a real-time WebGL ring. [6]

Model this: Product lighting, negative space, and the transition from spectacle to useful shopping content.

Adapt it: Put your actual product in the scene and keep material, shape, and proportions accurate. A generated orbit can give a similar cinematic impression, but it won't become an interactive product configurator.

5. The Cosmos Within: scrolling as a journey

[Open The Cosmos Within](#)

A dark starfield, luminous particles, and staged text create the feeling of moving through space. The creator documents a Three.js scene with scroll-driven camera waypoints. [7]

Model this: A sequence with a beginning, middle, and destination, rather than a single effect repeated forever.

Adapt it: Use a journey to explain a process, explore a place, or introduce a fictional world. Keep each text section short enough to read without fighting the motion.

Step 3: Turn a Reference Into Your Own Brief

A link gives Claude a target to inspect. It doesn't automatically provide the original source files, and it doesn't tell Claude which part you liked.

Give it the useful details

Instead of this	Describe this
"Make it cinematic"	A slow camera push, deep shadows, one bright focal point
"Smooth motion"	Scroll forward and backward without jumps or blank frames
"Like the reference"	Its camera path and type scale, with a new subject and palette
"Make it premium"	Restrained colors, careful spacing, accurate imagery, strong typography
"Make it 3D"	A rendered scene on a fixed path, or a freely interactive 3D object

Reference breakdown prompt

PROMPT 3 | COPY & PASTE

```
Study [reference URL] using the browser tools available to you. Explain its hero composition, camera movement, text timing, section transitions, and mobile treatment. Separate what you observed from what you're inferring about the implementation. Suggest how to apply those principles to [my business] with original assets and copy. If you cannot inspect the motion, say so and tell me which screenshots or screen recording would help.
```

What "pull the code" really means

Claude may be able to inspect files a website sends to the browser. Those files are often bundled or minified, and they are not the same as the author's original project. A URL also doesn't expose server-side code or private data.

Use the reference to understand a technique. If you want reusable code, provide your own project or an explicitly licensed template and keep the required attribution. For this workflow, a clean original implementation is usually easier to maintain than reconstructing somebody else's bundle.

TIP

Pick one primary reference. Use a second only for a specific detail, such as typography or a mobile layout.

Step 4: Plan the Scene Before the Video

The biggest improvement often happens before generation. Decide what the camera is doing and where the text will sit. One continuous move is easier to connect to scrolling than a montage of unrelated shots.

A simple three-beat storyboard

Beat	Visual	Website content
Establish	Show the complete subject with room around it	Brand, short promise, main action
Explore	Move closer, orbit slightly, or reveal a detail	One useful benefit or story point
Resolve	End on a stable, deliberate composition	Product detail or invitation to continue



01 ESTABLISH

Give the subject room.



02 EXPLORE

Move closer to a detail.



03 RESOLVE

Land on the main action.

Choose one kind of movement

Dolly: The camera travels toward or away from the subject. Useful for entrances, spaces, and product reveals.

Orbit: The camera moves around the subject. Useful for a shoe, bottle, watch, or sculptural object. A shallow arc is often easier to keep consistent than a full revolution.

Reveal: Something moves aside or the camera passes an obstruction. Useful when the final view is the payoff.

Write the shot in one sentence

"Move slowly toward a charcoal running shoe on a black stone platform, ending close enough to see the knit texture, with empty space on the left for the headline."

That sentence gives you a subject, setting, move, ending, and place for the copy. Add lighting and materials next. Don't ask for five camera moves in a single short clip.

Step 5: Create the Starting Image

A strong still gives the video a clear visual target. If you're showing a real product, attach clean product photos and ask Claude to preserve its identity. Check the output before using it as the basis for motion.

Starting-image prompt

PROMPT 4 | COPY & PASTE

```
Using the connected Higgsfield image tools, create a cinematic starting frame for [business or concept]. Main subject: [subject]. Setting: [environment]. Materials and lighting: [details]. Palette: [colors]. Composition: [subject position] with clear negative space at [text area]. Use the attached product reference accurately if supplied. Keep logos and website text out of the image. Plan a crop that also keeps the subject visible on a phone. First show the chosen model, supported settings, and credit estimate, then follow my approved budget.
```

Check the still at website size

Look at the image wide, then imagine a narrow phone crop through its center. Is the subject still recognizable? Is there enough space for the title? Does the lighting give the background depth without swallowing the product?

Check	Reject or revise when
Identity	The product shape, label, or material has changed
Composition	The subject collides with the planned headline
Crop	The phone version loses the important part
Detail	Edges, reflections, hands, or repeated objects look wrong
Copy space	Every area is too busy to hold readable text

TIP

Use a still-image model for stills. Seedance 2.5 is the video part of this workflow. You don't need to make every supporting website image into a video.

Step 6: Generate the Cinematic Clip

Ask Claude to animate the starting image through Higgsfield using Seedance 2.5, where it is available in the connected tools. Higgsfield documents both reference-based video generation and a separate editing model. Supported settings can differ between the website and the connected tool, so have Claude check them first. [8, 9]

Scroll-sequence video prompt

PROMPT 5 | COPY & PASTE

Use this approved image as the visual reference for one continuous cinematic shot with Seedance 2.5 through Higgsfield, if supported here. The camera [describe one controlled move] from [starting view] to [ending view]. Preserve the subject's identity, geometry, materials, and lighting throughout. Keep [area] visually calm for website text. No cuts, transitions, sudden acceleration, handheld shake, morphing, new objects, logos, or baked-in words. Favor clean, steady motion that still looks good when paused or scrubbed backward. Aim for a short 5-8 second shot using supported settings. No audio is needed for the website. Stay within my approved generation budget.

Watch it more than one way

Play the clip normally, then pause at several points. Scrub backward. Check whether the product changes shape, the room shifts, the camera jumps, or the subject exits the mobile crop. The website will expose intermediate frames that a normal video viewer might barely notice.

Keep a record of the asset

Save the approved original, generation prompt, model/settings, and job reference. Keep a separate optimized web version so you can revise compression without losing the original quality. An asset URL returned by a generation tool may not be the durable public URL you want on a finished website.

TIP

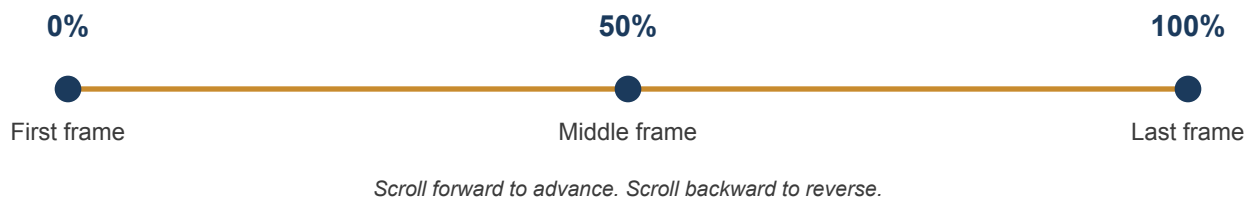
Five to eight seconds is a starting creative brief, not a required model limit or guaranteed best length. The visitor controls how quickly they move through the finished sequence.

Step 7: Make Scrolling Control the Scene

This is the step that turns a nice background into the effect from the video. A looping background plays on its own. A scroll-controlled sequence follows the visitor's position through a specific section.

How the connection works

Claude calculates how far the visitor has moved through the scene, from 0% to 100%. It maps that progress to a timestamp or frame. GSAP ScrollTrigger supports scroll-linked animation and pinned sections. Browser video elements expose a playback position through `currentTime`. [10, 11]



Two implementation choices

Method	What to ask Claude to watch
Seek through a video	Encoding and device behavior affect how evenly it jumps between times. Test it rather than assuming playback quality means good seeking.
Draw a frame sequence to canvas	Frames give direct control, but downloads, decoding, and memory can grow quickly. Use bounded loading and a lighter mobile version.

Motion implementation prompt

PROMPT 6 | COPY & PASTE

Turn the approved hero media into a reversible scroll sequence. Keep native page scrolling and one bounded sticky scene. Use the same progress value for visual position and text cues. Show a poster immediately and preserve the last available frame during loading. Test video seeking first, then explain whether an optimized frame sequence would improve this specific asset. Check fast scroll, reverse scroll, resize, and reload midway. Keep readable HTML content outside the canvas and provide a static reduced-motion version.

TIP

Don't ask Claude to add smoother scrolling until the basic sequence works. More smoothing can make the scene feel delayed instead of polished.

When You Actually Need Real 3D

Use the video approach when the visitor follows a fixed camera path. Choose real-time 3D when the experience needs new views or object behavior that wasn't already rendered into the clip.

Interaction	Video or real-time 3D?
Move through a room on one planned path	Video can work
Scrub forward and backward through a product reveal	Video or frame sequence can work
Rotate a product freely with a pointer	Real-time 3D
Choose materials and inspect them from arbitrary angles	Real-time 3D
Walk around an environment freely	Real-time 3D

Three.js is a JavaScript library for rendering 3D scenes in the browser. It provides the building blocks, such as scenes, cameras, geometry, materials, and lights. React Three Fiber is an option when you want to work with Three.js in a React project. [12, 13]

If your concept needs that route

PROMPT 7 | COPY & PASTE

This website needs [free rotation / material choices / another real interaction]. Explain which parts require real-time 3D and build those with Three.js or React Three Fiber if appropriate for the project. Use [my supplied 3D model] or clearly identify any missing model. Higgsfield video can remain supporting media, but don't describe it as an interactive 3D model. Keep a static fallback and test touch controls, keyboard access, loading, and performance.

A generated video does not automatically give you a usable 3D model. If you don't already have the model, decide whether a simple original shape is enough or whether the product needs proper modeling. This changes the scope of the build.

TIP

A hybrid is fine. Use an actual 3D product viewer where it helps, then use lighter stills and normal sections elsewhere.

Make It Work on a Phone

The desktop reveal is only half the job. On a phone, the camera crop is narrower, the screen has less room for copy, and the device has less room for expensive visual work.

Make a deliberate mobile version

1. Keep the subject inside a safe crop throughout the shot, or use a separate portrait asset.
2. Shorten the sticky scene if it makes visitors scroll too far before reaching useful content.
3. Move the headline or supporting copy into a solid section when an overlay becomes hard to read.
4. Use appropriately sized assets and avoid holding an entire large frame sequence in memory.
5. Keep the main action reachable even if motion never loads.

Mobile and accessibility repair prompt

PROMPT 8 | COPY & PASTE

Review this site on a narrow phone viewport and, where available, a real mobile browser. Fix subject cropping, horizontal overflow, tiny text, inaccessible menus, blocked buttons, and excessive scroll distance. Measure the largest media downloads and reduce waste. When prefers-reduced-motion is enabled, show a deliberate static layout with the same content and working actions. Check keyboard focus and a failed-media state. Report what you actually tested and what still needs a device check.

Reduced-motion preferences let a visitor ask for less animation. The browser exposes that preference so the website can provide a calmer version. [14]

A useful performance check

Ask Claude for actual download sizes and observed problems before asking for a perfect score. A page can look smooth on a powerful laptop and still struggle on a phone. Test an initial visit, a slow connection, and a visitor who immediately scrolls to the bottom.

TIP

The static version should still look designed. Use the strongest frame, clear text, and a working button instead of an empty rectangle.

Example Build 1: A Clothing Brand

Fictional concept: STONE / FORM, a small technical outerwear label. The goal is to explore the collection. Use your real product and store details if adapting it for an actual brand.

Fill the master prompt with this direction

Brief field	Example
Visual subject	One charcoal jacket suspended in a dark studio
Mood	Tactile, restrained, precise
Camera	Slow shallow orbit, ending close to a seam detail
Palette	Charcoal, off-white, one muted accent
Main action	Explore the collection
Reference lesson	Uma's product focus and Conoid's restraint

Suggested page flow

Start with the full silhouette and a short brand line. Move toward the material as the visitor scrolls. End the scene before introducing a clean product grid, sizing information, delivery details, and a direct route to the real store.

Add this to your brief

PROMPT 9 | COPY & PASTE

Build this as a tactile outerwear launch. Keep the jacket the clear subject, with subtle motion and accurate fabric detail from my reference images. Use one hero sequence, then let the product information breathe. Put garment names, prices, and labels in HTML. Connect only the store links I provide. A cinematic launch page is the goal, not a pretend checkout.

TIP

For a real garment, reject generated changes to pockets, fasteners, logos, or fit. Use exact product photography where accuracy matters more than motion.

Example Build 2: A Restaurant

Fictional concept: EMBER HOUSE, an intimate wood-fired restaurant. The main action is to reserve a table. The page needs to communicate the food, atmosphere, location, and how to book.

Fill the master prompt with this direction

Brief field	Example
Visual subject	A plated dish on a warm stone table
Mood	Warm, intimate, generous
Camera	Gentle push toward the dish with subtle steam
Palette	Deep brown, warm cream, ember red
Main action	Reserve a table
Reference lesson	DOORS' sense of arrival, applied with restraint

Suggested page flow

Open on a scene with room for the restaurant name and reservation button. Let the camera move closer as a short food philosophy appears. Then release the visitor into the menu, location, hours, dietary information, and booking details.

Add this to your brief

PROMPT 10 | COPY & PASTE

Make the restaurant feel warm and inviting. Use one continuous tabletop shot with a gentle camera push, stable crockery, and restrained steam. Keep the actual menu, hours, address, and booking link easy to find without watching the full sequence. Use supplied food photography for real dishes and label concept visuals appropriately. Don't invent awards, reviews, or a working reservation system.

TIP

Atmosphere supports the booking. It shouldn't make someone hunt for the address or wait through an animation to see the menu.

Example Build 3: A Business That Doesn't Exist Yet

Fictional concept: ORBIT, a speculative software product for planning ambitious projects. The goal is to explain the concept and invite interest. There are no real customers or product claims to imply.

Fill the master prompt with this direction

Brief field	Example
Visual subject	A luminous sculptural ring in a dark abstract space
Mood	Calm, futuristic, focused
Camera	Slow passage toward the ring, ending at its center
Palette	Midnight blue, soft violet, white
Main action	Explore the concept or join a real waitlist
Reference lesson	Conoid's motif and Cosmos' staged journey

Suggested page flow

Use the opening to introduce the idea. Let three short scenes explain the intended problem, approach, and outcome. Then show a clearly labeled concept interface and a concise FAQ. A waitlist needs an actual configured destination before you call it live.

Add this to your brief

PROMPT 11 | COPY & PASTE

Build an original concept site for ORBIT. Use one luminous abstract object as the visual thread through the experience. Make three concise story beats, then show a clearly labeled concept interface. Keep all benefits framed as the proposed product vision. No invented users, funding, partners, testimonials, or usage numbers. If the waitlist isn't connected, show that clearly in the local preview.

TIP

A fictional business is a good place to practice bold art direction. Keep the concept label visible if you share it publicly.

The Polish Pass That Makes the Difference

The first generation gives you material to work with. The next pass should be specific. Don't ask Claude to redesign the whole thing every time one transition feels wrong.

Review it in this order

Pass	Look for
Composition	A clear subject, readable first screen, intentional spacing
Motion	Clean start and end, reversibility, no awkward pauses or jumps
Content	Real facts, useful sections, concise copy, a clear action
Function	Working navigation, honest form states, correct links
Delivery	Sensible loading, mobile layout, static fallback, complete files

Focused refinement prompt

PROMPT 12 | COPY & PASTE

Review the actual preview against our brief and reference notes. Identify the three most visible weaknesses, then fix them without replacing the successful parts. Focus on [specific issue]. Use screenshots or browser observations to explain the before-and-after difference. Keep the approved asset unless it is the source of the problem. Run the relevant checks again and tell me what remains unfinished.

Better feedback examples

"The headline is unreadable halfway through the move. Keep it on a solid panel during that section."

"The camera takes too long to reach the product. Shorten the scroll distance and reveal the details sooner."

"The product looks good, but the next three sections are identical card grids. Give the specifications, story, and FAQ layouts that fit their content."

TIP

Change one major variable at a time. It is much easier to judge the result when the asset, layout, and motion aren't all being replaced together.

From Local Preview to a Live Website

A local preview runs on your computer. Deployment puts the built website on a host so other people can visit it. Vercel supports preview and production deployments from a connected Git repository or its CLI, and each deployment has its own URL. [15]

Ask for the launch package first

PROMPT 13 | COPY & PASTE

```
Prepare this project for deployment to Vercel. Verify the production build, include all required assets, and document exact setup and build commands. Identify missing integrations, placeholder content, environment variables, media-hosting needs, and any hosting-plan limits I should check. Keep generation credentials out of browser code and the repository. Show me the proposed project and destination, but don't upload or publish until I approve it.
```

The basic launch sequence

1. Review the local site and approve its content and assets.
2. Choose the Vercel account and project. Confirm the site's intended audience and access settings.
3. Deploy using the supported project workflow. If you use the CLI, `vercel deploy` creates a deployment and `vercel deploy --prod` targets production. [15]
4. Open the resulting URL and check it again. Local success is not proof the hosted assets and links work.
5. Connect a custom domain if you want one, then verify that domain too.

Before you share the URL

Check the phone layout, every primary button, media loading, page title, social preview, and contact details. Submit a test form only to a destination you control and confirm what actually arrived. If payments or reservations are involved, use the provider's test workflow before going live.

TIP

Host the finished media as website assets. Keep AI generation in the creation process, so visitors don't need a Higgsfield account or trigger a new generation to load your page.

Mistakes and Fixes

What went wrong	What to ask Claude to fix
The background plays independently	Tie scene position to section scroll progress rather than autoplay.
Motion jumps when scrolling backward	Check seek behavior, encoding, frame readiness, and competing animation loops.
A black or blank scene appears	Render a poster immediately and preserve a valid frame while loading.
The phone crop cuts off the product	Reframe the scene or use a dedicated mobile asset.
The website waits behind a loader	Make text and actions available while media loads progressively.
Scrolling feels slow or trapped	Reduce smoothing, shorten the pinned section, and restore normal flow.
The product changes shape	Fix the asset or use accurate photography instead of hiding the problem with code.
Higgsfield works elsewhere but not here	Run the connection check in this exact Code session.
Seedance 2.5 isn't listed	Check the connected catalog and propose an available model without pretending it is the same one.
Every button leads nowhere	Connect real destinations or mark features as unfinished.
The page looks like a copied demo	Keep the technique and replace the composition, content, and assets with an original direction.
The preview works but the live site fails	Check production asset paths, missing files, build settings, and browser errors.

One prompt is the starting brief

The master prompt is designed to carry the whole project, including generation, coding, review, and handoff. You may still need to sign in, approve a generation batch, provide missing business details, or choose between creative options. Judge the working website, not whether the entire process fit into one uninterrupted response.

Research and Setup Links

Verified against official sources on September 24, 2026. The website references were also opened in a browser. This guide's master prompt was authored for the workflow and has not been claimed as an end-to-end tested build. No paid generations or website deployment were performed to create the guide.

- [1] [Claude Code desktop](#): local projects, model picker, connectors, and previews. The live desktop UI also showed separate Model: Fable 5 and Effort: Max controls during this review.
- [2] [Claude Fable](#): current model availability. The video says Fable 5, while the model page now describes Fable 5.1.
- [3] [Claude Code model and effort configuration](#): Max effort and the separate Ultracode setting.
- [4] [Higgsfield's Claude creative-studio setup](#): MCP URL, Customize route, and connected creative tools.
- [5] [Connect Higgsfield to your AI agent](#): account requirements, Settings route, CLI alternative, and credit behavior.
- [6] [Uma Jewellers creator case study](#): the creator's description of the live WebGL ring.
- [7] [The Cosmos Within creator write-up](#): the creator's description of the Three.js scene and scroll-driven camera.
- [8] [Seedance on Higgsfield](#): current generation options and the separate edit model.
- [9] [Seedance 2.5 API reference](#): reference inputs and supported parameters for that endpoint. A website-only option isn't automatically available through every integration.

Motion and Publishing References

- [10] [GSAP ScrollTrigger](#): scroll-linked timelines, pinning, and scrub behavior.
- [11] [MDN: video currentTime](#): controlling a video's playback position.
- [12] [Three.js: creating a scene](#): the basic real-time scene, camera, and renderer.
- [13] [React Three Fiber introduction](#): Three.js in React.
- [14] [MDN: reduced-motion preferences](#): responding to the visitor's motion preference.
- [15] [Vercel deployment documentation](#): preview and production deployments and verification.

What this guide's design advice means

The three-beat storyboard, short initial clip, one-scene starting point, and three fictional brand recipes are creative recommendations for this workflow. They are not vendor requirements or promises of identical results.

The five linked sites illustrate different techniques. They are not evidence of the tools their creators used unless a creator source explicitly says so. Their current appearance may change after this guide is published.

About the agency comparison

This guide doesn't assign a dollar value to an AI-generated page. A visual prototype, a finished marketing site, and a production business system have different scopes. Use the workflow to build something strong, then verify the details your actual business needs.

Quick Reference

The whole build, in order

Stage	What to do
Brief	Name the audience, subject, action, reference, and budget.
Claude	Open Code, choose a local folder, select Fable and Max effort.
Higgsfield	Connect the account and run the no-spend access check.
Master prompt	Paste the complete START-to-END prompt with your brief.
Starting still	Approve identity, composition, lighting, and phone crop.
Video	Generate one controlled continuous shot with supported settings.
Scroll	Map progress to video time or frame position in both directions.
Website	Keep headings, buttons, and useful content in real HTML.
Quality	Check phone layout, reverse scroll, loading, reduced motion, and links.
Launch	Review the production build and approve the intended deployment.

Three combinations to try

Clothing: Product still + shallow orbit + clean collection section.

Restaurant: Warm tabletop scene + gentle push + easy reservations.

Concept business: Abstract object + staged journey + honest concept copy.

DO THIS TODAY

Choose one business idea and one reference. Fill in the master prompt's brief, connect Higgsfield, and build a local prototype with one hero sequence. Get that sequence working forward, backward, and on a phone before adding more effects.

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Make the scene worth watching. Make the website worth using.